

Message Text

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PAGE 01 DAMASC 00032 060816Z

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TO USDOC WASHDC

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AMEMBASSY ATHENS

USINT BAGHDAD

AMEMBASSY CAIRO

AMEMBASSY JIDDA

AMEMBASSY KHARTOUM

AMEMBASSY KUWAIT

AMEMBASSY TEHRAN

UNCLAS DAMASCUS 32

ATHENS FOR RTDO

KUWAIT PLEASE PASS TO BAGHDAD

E.O. 11652: N/A

TAGS: BEXP, SY

SUBJECT: US FIRM WINS SYRIAN IRRIGATION CONTRACT

1. JOE GIBSON, VICE-PRESIDENT, RAINBOW MANUFACTURING CO.
(P.O. BOX 70, FITZGERALD, GA. 31750, TEL: 912: 423-4341),
WAS IN DAMASCUS RECENTLY TO SIRN \$ 600,000 CONTRACT
WITH SYRIAN MAJOR PROJECTS ADMINISTRATION. CONTRACT
CALLS FOR A COMPLETE STUDY OF IRRIGATION NEEDS AND
AGRICULTURAL DEVELOPMENT FOR 9000 HECTARE AREA OF
SYRIA'S COASTAL EL-SINN, BETWEEN LATAKIA AND TARTOUS.
THE TWO YEAR STUDY WILL BE FOLLOWED BY DEVELOPMENT OF A
500 HA. PILOT PROJECT FEATURING RAINBOW SPRINKLER
IRRIGATION SYSTEM. GOOD CHANCE FOR RAINBOW TO GET
\$ 5 MILLION CONTRACT TO DEVELOP ENTIRE 9000 HA. PLOT.
RAINBOW PUTTING TOGETHER GROUP, POSSIBLY INCLUDING
DUPONT, ELI LILLY AND TVA, TO EXECUTE STUDY. GIBSON
SAYS UP TO SIX US ENGINEERS WILL BE REGULARLY VISITING
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DAMASCUS BEGINNING NEXT SPRING TO WORK ON PROJECT.

2. AS FAR AS WE KNOW, RAINBOW IS FIRST US FIRM TO BREAK INTO BIG SYRIAN MARKET FOR IRRIGATION TECHNOLOGY. AGRICULTURAL DEVELOPMENT AND IRRIGATION VERY HIGH ON LIST OF SYRIAN PRIORITIES REVEALED IN UPCOMING FOURTH FIVE YEAR PLAN. FY 1976 AID PRESENTATION FOR SYRIA, CURRENTLY BEFORE CONGRESS, INCLUDES A LARGE LOAN FOR EUHPRATES BASIN IRRIGATION, WHICH WOULD BE LINKED TO SYRIAN PURCHASE OF US EQUIPMENT, CONTRACTOR SERVICES. US FIRMS ALREADY HAVE A COMPETITIVE EDGE IN SYRIAN IRRIGATION PROJECTS DUE TO US WORLD LEADERSHIP, EXPERIENCE IN THIS FIELD. RAINBOW WON CONTRACT BECAUSE OF GOOD PRODUCT, EXCELLENT LOCAL REPRESENTATION (CHAMI BROTHERS, ALEPPO), AND PERSISTENCE (GIBSON MADE A NUMBER OF VISITS TO SYRIA). SIMILAR EFFORTS BY OTHER US FIRMS COULD PAY BIG DIVIDENDS IN SYRIA.

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